Recommendation of Shunu Sen Committee

836. SHRI C.P. THIRUNAVUKKARASU: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that lack of proper research is one of the reasons for lasing advertisement revenue to the Private Channels;

(b) whether Shunu sen Committee -had made recommendation on the system to be adopted for research; and

(c) if so, the details thereof and the action taken by Government in this regard?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Prasar Bharati has intimated that revenue of Doordarshan has increased in the last two years.

(b) and (c) The main thrust of the Shunu Sen Committee in this regard was that market research should be used to determine the size and composition of the audience. This is important as advertising decisions are based on such information.

Leasing of National Channel of DD

837. SHRI SARATH KUMAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Prasar Bharati is planning to lease out the National Channel;

(b) if so, the details thereof; and

(c) the reasons for auction of Prime Time slots of channels?

THE MINISTER OFINFORMATIONANDBROADCASTLNG (SHRIMATI SUSHMA SWARAJ): (a) No Sir.

(b) Does not arise.

(c) Prasar Bharati had taken a decision to allot bulk airtime on auction basis to bring the DD2 (Metro) Channel in line with the prevailing market situation. The slots are now being offered on sponsorship basis.

Launching of Pilot Project for DD Viewers in NER

838. SHRI RAMACHANDRA KHUNTIA: Will the Minister of INFORMATION AND BNROADCASTING be pleased to state: